

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): David K Gifford
Appl. No.: 09/711,511
Conf. No.: 8013
Filed: November 14, 2000
Title: DIGITAL ACTIVE ADVERTISING
Art Unit: 3623
Examiner: Susanna M. Meinecke Diaz
Docket No.: 115274-00015

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE PURSUANT TO 37 C.F.R. §1.116

Sir:

The following amendments and remarks are pursuant to the Final Office Action dated June 22, 2006.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 5 of this paper.